DEAR FRIEND OF CSFP,

As I think back on 2023, I am reminded of our roots. While our work has diversified and grown over the years, it has never strayed from our foundation of empowering families through scholarships. The following pages show that we continue to prioritize Philadelphia students and families facing the greatest need. By focusing on equitable access to quality education, we continue to ensure that students, regardless of their zip code or socio-economic background, can grow and thrive in their schools.

Like many other organizations, CSFP experienced successes and challenges this past year. We awarded 2,000 new scholarships and served 6,100+ students — more than ever before. We increased our outreach efforts to connect with more families and increased our offerings for families in addition to scholarships.

The ever-evolving educational landscape pushes CSFP to reflect on how we can continuously improve to better serve Philadelphia families. We take pride in our successes and dedicate ourselves to the analysis of our work to understand how changes made to CSFP’s income guidelines, tiered scholarship award amount, and the extension of scholarships through 8th grade are impacting our families.

Much of CSFP’s ability to expand our work year after year is because of the strong foundation we have built with the support of partners like you! Thank you to CSFP’s Board and Campaign Steering Committee volunteers for dedicating your time and energy to guiding the organization; our network of more than 150 partner schools for providing academic rigor in safe, caring environments; our donors for financially supporting scholarships and CSFP operations to scale our impact; community organizations for partnering with CSFP to help spread the word about CSFP’s offerings; and our families for trusting CSFP to be a partner in their child’s educational journey.

I share this report with great pride for how we continue to build upon our foundation. CSFP remains dedicated to strengthening the next generation of students through access, opportunity, and ongoing evaluation. Thank you for joining us as we change lives.

In gratitude,

Keisha Jordan
President & CEO,
Children’s Scholarship Fund Philadelphia
ABOUT CSFP

Since 2001, Children’s Scholarship Fund Philadelphia (CSFP) has been changing lives by providing scholarships to under-resourced Philadelphia families so they may have the opportunity to select a safe, quality, tuition-based school for their kids. CSFP scholarships prioritize those in the most financial need and are offered via a random lottery.

OUR MISSION
CSFP’s mission is to provide children from under-resourced Philadelphia families with financial access to quality, safe, K-8th grade tuition-based schools. CSFP prioritizes K-8th grade scholarship opportunities because foundational education is critical for students to foster their cognitive abilities, build social behavior, and develop the skills needed to succeed.

OUR VISION
We seek to address the educational disparities experienced by so many students in the City of Philadelphia, thereby increasing their long-term economic and social success. Through scholarships, we will break unjust barriers to educational access, achievement, and the ability for Philly kids to live prosperous, fulfilling lives.

OUR VALUES
We rely on research, data, and a human approach to make informed decisions and improve our programs and partnerships. We expect everyone in the CSFP community (children, families, school partners, staff, board, donors, volunteers, and more) to have respect and empathy for others. As good stewards of information and dollars, we must manage the critical resources entrusted to us to achieve our mission ethically, honorably, and professionally. We also invest in a learning culture to encourage communication, collaboration, and embrace challenges and change.

OUR IMPACT
CSFP currently serves more than 6,100 children enrolled at approximately 150 private and parochial schools throughout Philadelphia. Since our founding in 2001, CSFP has served more than 30,000 students, and awarded over 70,000 scholarships.

Recent research shows that the longer a CSFP scholar attends a partner school, the higher the likelihood for that student to be proficient in reading and math standardized test scores. By choosing schools that best fit a student early in their education journey, families can make decisions that benefit their family and set students up for long-term success.
2023 HIGHLIGHTS

CSFP is building upon our strong foundation, firmly rooted in our ability to serve under-resourced Philadelphia families through scholarships. The ambitious goals of our Breaking Barriers Campaign set new markers for success, challenging us to serve more students, retain existing students longer, and offer additional services and options to support families inside and outside of the classroom. In 2023, we made significant progress towards these ambitious goals, scaling our impact and creating a solid structure for our work.

EXPANDING OUR REACH:

Increased Community Engagement, Education & Awareness

CSFP has always had a connection to our family community; this year we deepened our community partnerships to reach families where they are. CSFP re-evaluated target zip codes to prioritize those with a high number of families whose household income was aligned with our income guidelines and where applications were historically low to ensure families were aware of our scholarships. We focused our efforts on the Frankford, Paschall/Elmwood, Kingsessing, Oxford Circle, Germantown, Cedarbrook/Mount Airy, and Pennsport neighborhoods.

Our team of Outreach Associates (whose critical work was supported by the Connelly Foundation) went into communities across Philadelphia to spread the word. These individuals played an important role in promoting CSFP’s scholarship application to Philadelphia families by representing CSFP at community events, distributing flyers, and sharing information in the community.

Outreach Associates engaged with over 800 community organizations, including libraries, daycares, churches, resource centers, clinics, and more. They also attended 25 local events — a 250% increase over 2022.

CSFP hosted the organization’s first ever elected officials networking event in May 2023 at St. Francis Cabrini School. We are grateful to Rep. Morgan Cephas for hosting this event at a school in her district!

CSFP was invited to Harrisburg to meet with elected officials and introduce them to CSFP’s work. Pictured: Megan Staples Jacob (CSFP Vice President of Development, left), Dr. Khalid Mumin (PA Secretary of Education, center) and Keisha Jordan (CSFP President & CEO, right).

We worked with local elected officials to help them understand how school choice benefits families in their district. By increasing their awareness, local representatives can have a greater understanding of CSFP’s impact, as well as the background and data that shows how scholarships affect their constituents.

CSFP has increased the organization’s visibility and shared the importance of scholarships with elected officials locally and at the state-level through individual meetings, testimony to the Pennsylvania House Appropriations and Education Committees, and other gatherings as they make decisions about educational access across Pennsylvania.

SCHOLARSHIPS WORK. Scholarships provided through the tax credit programs provide students in low-achieving schools with the opportunity to attend a quality, safe school. Scholarships are part of a larger effort to reform education in Philadelphia and for the 250,000 students across the state who attend low-achieving schools. We need adequate funding and equity in all public schools. But we also need scholarships to give students in low-achieving schools an alternative now. Continuing to require students to attend low achieving schools year over year, while their parents want a high-quality option for them but can’t afford it, is unacceptable.

— Keisha Jordan (CSFP President and CEO), testimony before Pennsylvania House Appropriations and Education committees
From scholarships to support for the whole family

As our families’ needs change, so does their desire for CSFP to provide enriching opportunities for the entire family. While CSFP’s work centers on scholarships, we have provided additional offerings like CSFP’s Camp Connections summer camp tuition program, training workshops for families and volunteers, and Family Day outings at cultural institutions.

OFFERING ADDITIONAL RESOURCES:

ADDITIONAL UNIQUE ACTIVITIES INCLUDED:

CSFP hosted an 8th grade graduation celebration at the Philadelphia Phillies. More than 500 students and their families were invited to join CSFP for dinner and a giveaway at Xfinity Live! before heading to the ballpark to enjoy the Phillies vs. the Colorado Rockies. One family was selected to have VIP seats behind homeplate. This event allowed 8th grade families to meet other families, build comradery, and experience a baseball game with their peers.

CSFP hosted six educational workshops for families.

Trainings included:

- Three School Selection Trainings to help families determine the best school for them based on pricing, location, curriculum, and more
- One New Family Forum to orient new scholarship recipients to CSFP and our registration process
- One School Communication Workshop to teach parents who best to communicate with at their child(ren)’s school

Of the PAs who attended the April 2023 school communication training, 80% said that they learned some or a lot of information to share with other families.

I learned new ideas that I can easily implement in my school to better assist with new and existing families. — Parent Ambassador

CSFP improved the organization’s resources by debuting a dedicated section on our website, which features Out-of-School Time Activities, Additional Financial Resources, School Administrator resources, Pre-K information, and more.

CSFP created a school selection tool that allows families to research school options at their own pace on our website. This tool provides details like school tuition, religious affiliation, geographic area, and more to inform family decision making. The School Finder Form was used by nearly 600 families in 2023.

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The Phillies game event was so special for me and my family. I never experienced anything like it and am truly grateful. CSFP is an excellent organization! They not only provide financial support but they also have a variety of awesome events for scholarship participants and their family to take part in. We attended the CSFP Phillies event and it was a great time and event. — CSFP Parent

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Not only do families find CSFP events to be fun, but they open access to activities they may not be able to afford otherwise, help families feel more connected to CSFP, and promote friendships within the program. CSFP’s dedication to providing educational and cultural opportunities for families is only possible with the support of our partners. Thank you to Philadelphia Insurance Companies and the Connelly Foundation for sponsoring key events during 2023. Thank you to Independence Mission Schools, Financial Wellness Institute, and the Philadelphia Phillies for partnering with CSFP to provide options for the whole family!

BUILDING COMMUNITY INSIDE SCHOOLS:

Expanding the Program Ambassador Program

CSFP’s school community is integral to our work, and families continue to be crucial for spreading the word about scholarships.

As CSFP expands our work in the community, we are also expanding our connections within schools. The Program Ambassador (PA) program was founded to help parents/caregiver leaders to share information with other CSFP families and new families weighing school options. Each year, the program has grown to continue to empower PAs with tools and personal experience to work directly with other families at their CSFP partner schools to share information, resources, and answer questions about CSFP scholarships.

This year, 33 PAs supported families during their application and registration process, specifically attending their school’s Back to School Nights and answering questions from families selected in the lottery who needed assistance completing the registration process to claim their scholarship.

When asked, families described their PAs as: helpful, responsive, available, knowledgeable, kind, patient, professional, positive, friendly.

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My Parent Ambassador called me and left a voicemail explaining her role and letting me know if I had any questions or concerns, that I could contact her at any time. That made me feel so comfortable and relaxed knowing that she was there when and if I needed help.

— CSFP Parent
STUDENT DEMOGRAPHICS

6,185 students received scholarships for the 2023-24 School Year *

- Families speak more than 30 languages, besides English
- 65% of CSFP students are eligible to receive free/reduced lunch
- The average household income for a CSFP family is $44,827
- 70% of CSFP students live in Philadelphia’s lowest-performing public school catchment zones
- 95% of 8th grade alumni enrolled in a “high school of choice” in Philadelphia in 2023
- 72% of CSFP alumni in the class of 2022 enrolled in college

CSFP BY THE NUMBERS | 2023-24 SCHOOL YEAR

- Average scholarship amount: $2,240
- Maximum scholarship amount: $3,200
- CSFP partner schools: 149

APPROXIMATELY 1 OUT OF 4 PRIVATE SCHOOL STUDENTS IN PHILADELPHIA RECEIVE A CSFP SCHOLARSHIP

* At the time of the development of this report
CSFP is a privately funded organization, and the core of our work isn’t possible without community partnerships, families, staff, and donors who have invested in CSFP. Together, we made significant progress toward our goals.

In 2023, CSFP received several major gifts to scale and enhance our work.

The Hamilton Family Charitable Trust issued a matching challenge to encourage CSFP’s donor community to contribute $500,000 to match its annual commitment. This was CSFP’s first time issuing a matching challenge of this magnitude and we met the match! Our donors’ combined support through CSFP’s Annual Fund helped CSFP raise $1 million toward the Breaking Barriers Campaign.

The Connelly Foundation awarded CSFP a $1.2 million general operating grant to create a culture of sustainability within the organization. This multi-year gift is the first of its kind for CSFP. The Foundation’s grant will enable CSFP to build capacity and make needed improvements in marketing, technology, program evaluation, professional development, and functional expenses. In 2023, this grant supported CSFP’s office move, new computers, and the addition of much-needed hybrid technology in the office.

Philadelphia Insurance Companies became CSFP’s largest corporate supporter. We are grateful to President & CEO John Glomb and the company for their significant commitment to the Breaking Barriers Campaign, finding multiple ways to make a difference including EITC/OSTC tax credits, foundation grants, and event sponsorship. Philadelphia Insurance Companies’ 2023 commitments supported over 800 scholarships, a membership to the Satell Institute, and critical general operating work needed for CSFP to best serve our students and families.

Donor Honor Roll

Thank you to each and every supporter who is investing in hope, opportunity, and success for Philly Kids. We are grateful for your shared leadership, vision, and support. Your commitment is deeply appreciated.

The following represents gifts over $1,000 received from January 1, 2023, to December 31, 2023, as well as monthly donors, in-kind donors, and government/nonprofit partners. We apologize in advance for any mistake, error, or omission. Please contact Kurt Fedde at kfedde@csfphiladelphia.org with any listing questions.

* Monthly donors
** Gift pledged over multiple years
† Donors who’ve made special campaign gifts
‡ Donors with bequest gifts
§ Board members
† Death
2023 BOARD

Margaret Dinneny, Chair
Interim Chief Human Resources Officer, Empire Today

Jeremy Ben-Zev, Vice Chair
Market President, Truist Bank

Steven H. Kapp, Treasurer
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Cory O. Hippler
Partner, Stradley Ronon

Lateefah Lucky
CSFP Parent Ambassador and Accounting Professional

Rev. Dr. Lorina Marshall-Blake
President, Independence Blue Cross Foundation, Vice President of Community Affairs, IBX

Marc S. Richman

James Robinson
Former SVP and Chief Administrative Officer, Methodist Division, Thomas Jefferson University Hospitals

Jose Santiago
Former CSFP Parent Ambassador and Analyst, Comcast Corporation

Miles H. Wilson
President & CEO, EducationWorks †

† Miles served on CSFP’s board since 2017 and was a dedicated member of CSFP’s Program and Nominations Committees, as well as the selection committee for CSFP’s new leader in 2019. Miles was a strong voice for ensuring respect and empathy in all CSFP practices. As an experienced nonprofit leader, Miles was often a thought partner and advisor to CSFP leadership. We mourn his passing.

2023 STAFF

Keisha Jordan
President & CEO

Najah Bush
Senior Program Associate, Scholarship Administration

Derik Comalli
Senior Director of Operations

Kurt Fedde
Manager, Development Operations

Damilola Fowora
Senior Associate, Family & School Partnerships

Leah Garloff
Senior Communications Manager

Kylee Johnson
Executive and Operations Manager

Sam Jones
Director of School and Family Partnerships

D McCrory
Program Associate

Libby McLaren
Senior Manager, Institutional Giving

Melissa Neelakantan
Senior Manager, Organizational Learning and Evaluation

Julie Raiken
Chief Program Officer

Maria Reyes
Program Associate

Fabliha Salim
Development Manager

Jacquelyne Spencer
Director, Scholarships

Megan Staples Jacob
Vice President of Development
FINANCIALS

**TOTAL INCOME**
- Foundations 19.8%
- Individuals 39.8%
- Corporations 40.4%

**AREA OF REVENUE**
- Restricted — Scholarships via EITC/OSTC 74.5%
- Restricted — Programs 7.1%
- Unrestricted/General Operating 14.5%

**TOTAL EXPENSES**
- Scholarships 83%
- Programs 5%
- General Operating 12%

88% of revenue spent on scholarships/programs

*Data based on CSFP’s unaudited 2023 financial reports. Donor type and revenue are cumulative, including 2023 pledges.*
JOIN CSFP TO BREAK BARRIERS TO QUALITY EDUCATION!

GIVE ONLINE:
Make a contribution to our Annual Fund via CSFP’s website.

MAKE A MATCHING GIFT:
Many employers will match an employee contribution. Explore our matching tool to see if your company will match your contribution.

CONTRIBUTE STOCK:
Donating appreciated securities can be a tax-wise gift! Visit CSFP’s website to learn how to initiate a transfer.

SET UP A DONOR-ADVISED FUND:
Reach out to us to learn how to recommend a gift from your DAF.

CALL: 215.670.8411

EMAIL: donorservices@csfphiladelphia.org

MAIL: 1500 Walnut Street, Suite 1300, Philadelphia PA, 19102
*Please make checks payable to Children’s Scholarship Fund Philadelphia

STAY IN TOUCH: Follow @csfphiladelphia on social media to stay up to date with our work

VISIT: csfphiladelphia.org

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